

# ORDER



<b>Orders</b>	<b>Order / Rev:</b>	<u>57085</u>		<b>KTVX-TV</b>											
	Alt Order #:			Office Accounts											
	Product Desc:	ESTIMATE 12056		SLC											
	Estimate:	12056		Local											
	Flight Dates:	10/01/12 - 10/07/12		Primary AE:											
	Original Date / Rev:	09/17/12 / 09/17/12		Sales Office:											
	Order Type:	CIA - O		Sales Region:											
<b>Agency</b>	<b>Name:</b>	<u>Media Strategies &amp; Research</u>													
	Buying Contact:			Billing Type:											
	Billing Contact:			Broadcast											
		1580 Lincoln Street		Billing Cycle:											
		Denver, CO 80203		EOM/EOC											
				Agency Commission:											
				15%											
<b>Advertiser</b>	<b>Name:</b>	<u>Matheson for Congress 2012</u>													
	Demographic:	HH		New Business Thru:											
	Product Codes:	US Congress		Order Separation:											
	Priority:	P-3		Advertiser External ID:											
	Revenue Codes:	AGY, POL-CAND, GEN		Agency External ID:											
<b>Bill Plan</b>															
					<b>Totals</b>										
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating						
10/01/12	10/07/12	57	\$14,200.00	\$12,070.00	October 2012	57	\$14,200.00	\$12,070.00	0.00						
					Totals	57	\$14,200.00	\$12,070.00	0.00						
<b>Account Executives</b>															
Account Executive		Sales Office	Sales Region	Start Date / End Date			Order %								
Office Accounts					Start Of Order - End Of Order			100%							
<b>Ln</b>	<b>Ch</b>	<b>Start</b>	<b>End</b>	<b>Inventory Code</b>	<b>Break</b>	<b>Start/End Time</b>	<b>Days</b>	<b>Len</b>	<b>Spots</b>	<b>Rate</b>	<b>Pri</b>	<b>Rtg</b>	<b>Type</b>	<b>Spots</b>	<b>Amount</b>
E 1	KTVX	10/01/12	10/05/12	ABC4 News at 10pm	M-E/M	10p-1036p	21111--	:30	6	\$400.00	P-3	0.00	NM	6	\$2,400.00
				M-F 10p-1036p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	21111--		6	\$400.00			0.00					
E 2	KTVX	10/06/12	10/06/12	ABC4 News at 10pm	SaCM	10p-1030p	-----S-	:30	1	\$325.00	P-3	0.00	NM	1	\$325.00
				Sa 10p-1030p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1	\$325.00			0.00					
E 3	KTVX	10/02/12	10/05/12	Nightline	CM	1036p-1103p	-1--1--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
				M-F 1036p-1103p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1--1--		2	\$200.00			0.00					
E 4	KTVX	10/01/12	10/05/12	M-F 6a-630a	GMU	6a-630a	11111--	:30	5	\$95.00	P-3	0.00	NM	5	\$475.00
				M-F 6a-630a GMU											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11111--		5	\$95.00			0.00					
E 5	KTVX	10/01/12	10/05/12	M-F 630a-7a	GMU	630a-7a	11111--	:30	5	\$130.00	P-3	0.00	NM	5	\$650.00
				M-F 630a-7a GMU											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11111--		5	\$130.00			0.00					
E 6	KTVX	10/01/12	10/05/12	Good Morning America	CM	7a-9a	11111--	:30	5	\$140.00	P-3	0.00	NM	5	\$700.00
				GMA 7a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11111--		5	\$140.00			0.00					

Order / Rev: 57085  
Alt Order #: \_\_\_\_\_  
Flight Dates: 10/01/12 - 10/07/12

Advertiser: Matheson for Congress 2012  
Product Desc: ESTIMATE 12056  
Estimate: 12056

KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	KTVX	10/02/12	10/02/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	-1-----	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1-----		1				\$125.00		0.00			
E 8	KTVX	10/04/12	10/04/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	---T---	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		1				\$150.00		0.00			
E 9	KTVX	10/05/12	10/05/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	----F--	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--		1				\$100.00		0.00			
E 10	KTVX	10/01/12	10/05/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	11111--	:30	5	\$250.00	P-3	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11111--		5				\$250.00		0.00			
E 11	KTVX	10/01/12	10/05/12	ABC4 News at 4p ABC4 News at 4p	CM	4p-430p	11111--	:30	5	\$165.00	P-3	0.00	NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11111--		5				\$165.00		0.00			
E 12	KTVX	10/01/12	10/05/12	ABC4 News at 430p ABC4 News at 430p	CM	430p-5p	11111--	:30	5	\$165.00	P-3	0.00	NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11111--		5				\$165.00		0.00			
E 13	KTVX	10/01/12	10/05/12	ABC4 News at 5p ABC4 News at 5p	CM	5p-530p	11111--	:30	5	\$165.00	P-3	0.00	NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11111--		5				\$165.00		0.00			
E 14	KTVX	10/01/12	10/05/12	ABC4 News at 6p ABC4 News at 6p	CM	6p-630p	11111--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11111--		5				\$200.00		0.00			
E 15	KTVX	10/07/12	10/07/12	ABC4 News at 10pm SuCM Su 10p-1030p (6:00 PM-9:00 PM)	CM	6:00 PM-9:00 PM	-----S	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1				\$500.00		0.00			
N 16	KTVX	10/06/12	10/06/12	Sat ABC4 News @ 5p Sat ABC4 News @ 5p	CM	5p-530p	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1				\$175.00		0.00			
N 17	KTVX	10/07/12	10/07/12	SUN ABC4 News @ 5p CM SUN ABC4 News @ 5p	CM	5p-530p	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1				\$175.00		0.00			
N 18	KTVX	10/03/12	10/03/12	M-F 630p-7p M-F 630-7p	CM	630-7p	--W----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----		1				\$400.00		0.00			
N 19	KTVX	10/01/12	10/01/12	Mon Prime Mon 7p-10p (7:00 PM-9:00 PM)	CM	7:00 PM-9:00 PM	M-----	:30	1	\$2,900.00	P-3	0.00	NM	1	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		1				\$2,900.00		0.00			

Totals

57

\$14,200.00